

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



1
Ag84Pro
Cap. 2

507



U. S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY

MAY 10 1964

CURRENT SERIAL RECORDS

Working Together for 4 H

COOPERATIVE EXTENSION SERVICE
NATIONAL 4-H CLUB FOUNDATION
NATIONAL 4-H SERVICE COMMITTEE, INC.





Growth Through Agricultural Progress

WORKING TOGETHER

for 4-H

Just about everybody who wants to help with 4-H Club work can find a place. Thousands of capable and public-spirited men and women and older young people contribute valuable time, effort, and money each year to help youth to help themselves, and to extend the benefits and influence of the program. Some serve as volunteer local club leaders. Others belong to 4-H councils or other advisory groups which have a large share in shaping and guiding 4-H programs at State, county, and community levels.

Besides assistance from these people, many national institutions and organizations provide services, facilities, and incentives that supplement the regular government appropriations available to the Extension Service.

Three major groups lead as a team to carry on national 4-H Club activities: The Cooperative Extension Service of the United States Department of Agriculture and State Land-Grant Colleges and Universities, the National 4-H Club Foundation, and the National 4-H Service Committee. Each follows a clear-cut pattern of working together for 4-H.

Each group has its own duties. All join to help 4-H members learn to make the most of their talents and abilities, to apply science in improving farming and homemaking methods, and to render better service in their communities, States, and Nation.

THE COOPERATIVE EXTENSION SERVICE

The official framework supporting 4-H Clubs, as in other Extension programs, centers in a three-way partnership of the United States Department of Agriculture, the State land-grant colleges and universities, and the county governments. Each of these has a unique and important place to fill.



Figure 1.—National 4-H Conference delegates on tour.

Fortunately, it is easier than it might appear for the Department of Agriculture and the Extension Services of the 50 separate States and commonwealth of Puerto Rico to work out effective common policies and programs.

The re-stated objectives of Extension youth work are an important example of joint analysis and action by State and Federal workers. Specifically, the 4-H Club program aims to help young people:

- Gain knowledge, skills and qualities for a happy family life.
- Enjoy useful work, responsibility, and satisfaction in accomplishment.
- Develop leadership talents and skills to be better citizens.
- Value research and learn scientific methods for making decisions and solving problems.
- Know how scientific agriculture and home economics relate to our economy.
- Explore career opportunities and continue needed education.
- Appreciate nature, understand conservation, and use resources wisely.
- Foster healthful living, purposeful recreation and leisure.
- Strengthen personal standards and philosophies.
- Acquire attitudes, abilities, and understanding to work well with others.

Through the Extension Committee on Organization and Policy and its various subcommittees, a smooth-running mechanism functions. The subcommittees usually include both State and Federal staff mem-

bers. A good example of result-getting efficiency is the Extension Subcommittee on 4-H Club work. This Committee gives continuous attention to 4-H program and policy matters and makes recommendations to the Organization and Policy Committee for appropriate action.

4-H advisers. Many types of counseling groups and special 4-H planning committees are made up of civic-minded citizens. Members give valuable assistance as advisers and supporters of 4-H Club work in rural areas, towns, and cities where clubs are organized. Parents, businessmen, teachers, older 4-H'ers, and others give generously of themselves and their means. These friends of 4-H serve enthusiastically and effectively to establish, encourage, and guide 4-H Clubs for the greatest personal growth of members and fullest service to the community. Almost 423,000 volunteers serve as local leaders of 4-H Club work.

National and State leadership. The Federal Extension Service gives national leadership. The Division of 4-H Club and YMW Programs in the Federal Extension Service offers overall program leadership, in cooperation with the States, to develop policies, plans, programs, and operations in the field of youth. This office maintains relations with allied youth organizations and agencies, and provides assistance on all matters relating to extension work with young people.

All divisions of the Federal Extension Service take the lead in planning 4-H programs in their respective fields. Extension subject matter specialists—both State and Federal—are the program leaders for the various 4-H home economics and agricultural projects as well as for adult extension work. These specialists prepare literature, cooperate on events related to their project fields, help train the extension agents, and advise on State assistance given 4-H volunteer leaders.

Through literature, county agents, local leaders, and other means, the latest findings of agricultural and home economics research are extended to 4-H youth according to members' basic needs and interests. Results of other public and private research related to youth development are also drawn upon. Extension workers, wherever they serve, lead in program planning, reporting, and evaluating program results and supplying public information for press, radio, television, and other media.

The public wants to know. County, State, and Federal extension workers receive a growing number of inquiries for 4-H information. Others are received by the National 4-H Service Committee and the 4-H Club Foundation. Requests are for facts and background material, human interest stories, photographs, and other items to be used in magazines and newspapers, encyclopedias and yearbooks, business

and industrial publications, films, radio and television broadcasts, and the like.

4-H name and emblem. By act of Congress, authority for approving use of the 4-H Club name and emblem—to prevent its exploitation for personal gain—lies with the Secretary of Agriculture. The Secretary, in turn, delegates the authority to the Federal Extension Service. The Federal Extension Service delegates authority to the State extension services to use the name and emblem for educational purposes within their own borders.

The National 4-H Foundation and the National 4-H Service Committee are granted a continuing authorization, under general guidance of the Federal Extension Service. Sometimes authorizations are also given on request to private and commercial groups for limited purposes and for specified periods.

NATIONAL 4-H SERVICE COMMITTEE, INC.

Since 4-H work began in the early 1900's, public-spirited citizens like those on the National 4-H Service Committee in Chicago have been offering assistance to supplement that provided by public funds. At first such efforts were largely local and uncoordinated, but as the 4-H program grew, a few far-sighted leaders in Extension and business saw the need for a clearing house for national 4-H awards and incentives. So in 1921, the National Committee was formed as a liaison agency between Extension, agriculture, and industry.

Committee purposes. As a voluntary, nonprofit corporation, the Committee utilizes private resources to assist Extension in furthering 4-H work. Committee objectives are:

- To aid the Extension Service in advancing the membership, leadership, and influence of the 4-H program.
- To enlist the support of business foundations and individuals in providing 4-H awards, educational materials, and other services.
- To coordinate and guide the efforts of donors in accordance with policies and needs expressed by the Extension Service.

Committee organization. The directors and members of the National Committee are all volunteers—key business executives, civic and agricultural leaders, educators, and other persons who determine broad policies and plans which are then translated into action by the Committee's professional staff.



Figure 2.—Panel discussion.

The National Committee's Program

4-H awards. Much of the work of the organization centers around the program of awards to 4-H boys and girls who have done outstanding project work. Through the Committee nearly 60 companies, foundations, and individuals provide funds annually for 4-H awards, incentives, leader training, and the administrative costs of conducting the program. To recognize and encourage 4-H members, these interested donors annually provide some 230 college scholarships and fellowships; more than 1,125 educational trips; 194,000 medals, savings bonds, watches, and other awards.

Besides awards for 4-H'ers two programs are offered adults—six National 4-H Fellowships for young extension workers, and eight Alumni Recognition awards for outstanding former 4-H members. Several donors also provide financial support for training volunteer leaders in specific programs. Others contribute by publishing educational materials useful to extension agents, club leaders, and 4-H members.

National 4-H Club Congress. An outstanding national 4-H event is the annual 4-H Club Congress in Chicago. It climaxes each year's 4-H award programs. Jointly planned and conducted by the Extension Service and the National Committee in cooperation with 4-H donors, it is held the week after Thanksgiving at the same time as the International Live Stock Exposition.

Delegates to the Club Congress are about 1,400 4-H boys and girls who have won State and sectional honors in the various award programs. During the event more than 230 of them are named as national winners of college scholarships. Extension agents, local leaders, business officials, international visitors, press-radio-television representatives, and other adults attend the Club Congress.



Figure 3.—IFYE
Braz



Figures 4 and 5.—
Opportunities to help youth.



Figure 3.—IFYE helps teach in Brazil.

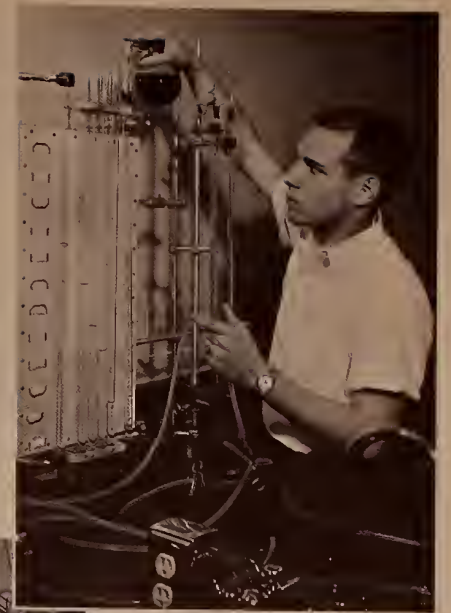


Figure 6.—Science project.



Figures 4 and 5.—
Opportunities to help youth.



Figure 7.—A foods demonstration.



Figure 8.—4-H Club meeting.



General services. This department handles much of the operational work relating to award programs—announcing awards, arranging for judging 4-H records, distributing literature, training volunteer 4-H leaders, and coordinating Club Congress. Staff members serve as consultants to 4-H program development committees and make numerous field contacts with Extension and donor personnel to carry on the award program.

4-H supplies. Early in its existence, the National Committee received requests for medals, banners, and other items bearing the 4-H emblem. Today the Committee's supply service stocks more than 1,100 4-H items. Among these are flags and banners, medal and trophy awards, clothing and jewelry items, recreational and party items, and pins, chevrons, and other symbols of membership. These items are shipped from National Committee headquarters to all the States and Puerto Rico and a number of foreign countries on a nonprofit basis.

"National 4-H News." The only national magazine devoted exclusively to the 4-H program is "National 4-H News." It began in 1923 and today has a circulation of about 90,000. Published primarily as an aid to volunteer 4-H leaders, this magazine is useful to extension agents as well. Its editorial and advertising columns provide an exchange of 4-H ideas and help acquaint more people everywhere with the scope and importance of 4-H work.

Information services. To help tell the story of 4-H Club work, the Committee carries on a consistent, year-round information program, distributing nearly a half million copies of news releases and mats. The Committee also arranges radio-television salutes, interviews, and newscasts for Club Congress, National 4-H Club Week, and other occasions.

THE NATIONAL 4-H CLUB FOUNDATION

The 4-H Foundation was organized by the Cooperative Extension Service on November 18, 1948, as a nonprofit educational institution to carry out programs that may best be financed and arranged through private sources. The offices are at the National 4-H Center in suburban Washington, D.C.

The Foundation's work is primarily financed by private contributions. Fund raising is spearheaded by the National 4-H Sponsors Council, a group of youth-interested citizens representing various segments of business and industry.



Figure 9.—Citizenship group—4-H Center.

The 15 members of the Board of Trustees govern the Foundation. Eight represent the State Extension Services, two are named by the Federal Extension Service, one represents the executive committee of the American Association of Land-Grant Colleges and State Universities, and four represent the National 4-H Sponsors Council.

For a decade and a half, the National 4-H Club Foundation has explored and pioneered new areas of "Service to Youth" in behalf of the Cooperative Extension Service. These include—

National 4-H Center

The National 4-H Center was dedicated in February 1951 for use by 4-H and other Extension groups in furthering citizenship and leadership development. The new facilities enable 4-H members and leaders and others of the Cooperative Extension Service to plan and carry out educational programs to fit their specific needs.

4-H members and leaders aided in the Center's development by contributing funds through the Share and Care program. Private foundations provided grants to remodel the property. Royalties from the National 4-H calendar program provided continuing support.

The first major group to use the Center was the delegates to the 29th National 4-H Club Conference in 1959. President Eisenhower, assisted by two 4-H members, cut the green and white ribbons signifying the formal opening on June 16.

Experimental Projects

In line with its policy of exploring and developing new ideas and programs, the 4-H Foundation during 1953-55 tested an Experimental Discussion Project for rural young adults in behalf of the Cooperative Extension Service. Results were reported to Extension. This is the first exploratory project completed by the Foundation.

Five pilot States helped try out the 3-year citizenship improvement study completed in 1957. The study developed a definition of citizenship and tested program materials for members, and guides for leaders. Some of the results are already being used by the Extension Service.

Two projects were initiated in 1962. One related to more science in 4-H and the other to 4-H in urban areas. The first is a study of expanding the understanding and use of science through 4-H Club work. The study recommendations are expected to cover specific programs of emphasis and indicate needed adjustment in such areas as the type of 4-H projects offered, content of project literature, methods of training volunteer and professional leaders, and use of subject matter specialists in the land-grant colleges and universities.

The second project, a case study analysis of 4-H Club work in urban areas, was launched in some 15 of the more than 100 metropolitan areas where 4-H work is now in progress. Its aim was to provide a basis for policy decision in allocating resources of the Cooperative Extension Service as well as providing organizational program guidelines for Extension personnel working with the 4-H youth in nonfarm areas.

Human Development-Human Relations

Through this unique program, the 4-H Foundation has held workshops to help extension personnel acquire skills in understanding and working with young people. The Foundation has also provided consultant help upon the request of various States.

Each year a 6-week graduate-level national workshop in Human Development-Human Relations for Extension personnel is conducted at the National 4-H Center. Participants receive credit through a recognized university.

An extensive publications program has also been undertaken, bringing together important articles and reports so they may be more readily accessible to Extension personnel.

International Farm Youth Exchange

The International Farm Youth Exchange (IFYE) is a 4-H Club people-to-people program for selected young people from the United States to live and work with rural people in other countries; and for young people from cooperative countries to come to the United States for a similar experience. Most of the exchanges are for 6 months. IFYE provides young people with an opportunity to "learn another way of life by living it," thus helping them to better understand the problems and attitudes of other peoples. The programs provide a closer relationship between 4-H Clubs of the United States and the rural youth organizations of other nations. IFYE's are an especially important link in the growth of 4-H type programs in many of the newly developing countries.

In the United States, IFYE is conducted by the Foundation in behalf of the Cooperative Extension Service. In cooperative countries, it is usually conducted by rural youth organizations, committees representing several organizations, or the ministries of agriculture.

By 1962, IFYE had arranged for 1,293 United States rural young men and women to go to 63 other lands to live and work on farms and in rural communities for about 6 months. Also 1,477 rural youth had come from these countries to the United States to live and work with farm families in 49 States and Puerto Rico. Some 20,000 rural families around the world have served as hosts to these "grassroots ambassadors."

Both the United States and foreign participants share their experiences while in their host countries and after returning home. United States participants report through an average 11 radio and television appearances, 40 news articles, and talks to audiences totaling 8,200 people.

Citizenship-Leadership

The opening of the National 4-H Center created a new opportunity for the Foundation to provide 4-H members and leaders with unique educational experiences. Older Club members now may gain a new appreciation for their government, for their democratic heritage, and their international responsibilities through the 4-H Citizenship Short Courses, a worthwhile "laboratory class" to tie in with the established local 4-H programs.

Through the interstate 4-H Leader Forums, adult leaders have an opportunity to take a deeper look at their roles of working with young people in a democratic society. These week-long sessions give the

leaders an opportunity to better understand boys and girls, to develop programs to meet their needs, develop confidence for leadership, study the principles of democratic leadership and better understand our international responsibilities.

For additional information write to:

Administrator, Federal Extension Service
U.S. Department of Agriculture
Washington 25, D.C.

Director, Division of 4-H and YMW Programs
Federal Extension Service
U.S. Department of Agriculture
Washington 25, D.C.

Executive Director
National 4-H Club Foundation
7100 Connecticut Avenue
Washington 15, D.C.

Director, National 4-H Service Committee, Inc.
59 East Van Buren Street
Chicago 5, Ill.

Picture credits: (1) USDA N 40306; (6) USDA BN 12036; (2), (4), and (8) National 4-H Service Committee; (3) and (9) National 4-H Club Foundation; (5) California Extension Service; and (7) Florida Extension Service.



Cooperative Extension Work: United States Department of Agriculture
and State Land-Grant Colleges and Universities Cooperating.

Supersedes PA-369, Working Together for 4-H in the Nation

Issued August 1962

U.S. GOVERNMENT PRINTING OFFICE: 1962—O-641777